

lowa Department of Public Health Promoting and Protecting the Health of Iowans

Tobacco Prevention and Youth

Findings support our youth are at a higher risk of using tobacco

- Nationally, if current rates of tobacco use continue, 5.6 million Americans and an estimated 55,000 lowans younger than 18 years of age who are alive today are projected to die prematurely from smoking-related disease.
- Each year, for every adult who dies prematurely from smoking related cause, more than two youth or young adults become replacement smokers. Each year, for every adult who dies prematurely from smoking related cause, more than two youth or young adults become replacement smokers.
- The major tobacco companies now spend \$8.8 billion per year, more than \$24 million every day to promote their products nationally; in lowa that portion is estimated to be \$90.1 million per year to advertise and market their products. iii
- National data from the 2012 National Youth Tobacco Survey (NYTS) show that recent electronic cigarette (e-cigarettes) use rose among middle school students from 0.6 percent in 2011 to 1.1 percent in 2012; and among high school students from 1.5 percent to 2.8 percent.
- Nationally, hookah use among high school students rose from 4.1 percent to 5.4 percent from 2011 to 2012.
- 2,600 kids in Iowa (under 18) will become new daily smokers each year. vi
- In lowa, 17% of 11th graders surveyed self-reported they currently use tobacco (used cigarettes, smokeless tobacco or cigars in the past 30 days). vii

Community Partnership's that work on comprehensive tobacco control are much more effective when youth are involved.

- Community partnership staff can do the following:
- Encourage youth to be active in school policy development
- Encourage youth to take action in their communities and engage in social networks by talking to friends and family about the importance of not using any tobacco products.
- Educate and promote cessation services to youth by promoting Quitline Iowa.
- Ask youth in your area to join a local tobacco prevention group, such as Iowa Students for Tobacco Education and Prevention (ISTEP)
- ♣ Check out ISTEP at www.facebook.com/turnyourbackontobacco

Sources

¹ US Department of Health and Human Services, Centers for Disease Control (CDC). "The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General." (2014): Printed Report http://www.surgeongeneral.gov/library/reports/50-years-of-progress/50-years-of-progress-by-section.html.

[&]quot;US Department of Health and Human Services, CDC "The Health Consequences of Smoking: 50 Years of Progress. "A Report of the Surgeon General." (2014): Printed Report. http://www.surgeongeneral.gov/library/reports/50-years-of-progress-by-section.html

iii Campaign for Tobacco-Free Kids, Fact Sheets, Toll of Tobacco in USA, Toll of Tobacco in Iowa, February 2014, http://www.tobaccofreekids.org/facts_issues/toll_us/iowa

^{iv} National Youth Tobacco Survey (NYTS) 2012, Centers for Disease Control and Prevention, Office on Smoking and Health, Atlanta, GA, Print Survey Fact Sheet http://www.cdc.gov/tobacco/data_statistics/surveys/nyts/index.htm

^v Emerging tobacco products gaining popularity among youth, *Morbidity and Mortality Weekly Report.* CDC, November 14, 2013, Report from NYTS 2012.

vi Campaign for Tobacco-Free Kids, Fact Sheet, Toll of Tobacco in Iowa, February 2014, http://www.tobaccofreekids.org/facts_issues/toll_us/iowa

vii Iowa Youth Survey, sponsored by Iowa Department of Public Health Division of Behavioral Health, Division of Tobacco Use Prevention and Control, Office of Gambling Treatment, and Prevention; Iowa Department of Education; Iowa Department of Human Rights, Division of Criminal and Juvenile Justice Planning, 2012 http://www.iowayouthsurvey.iowa.gov/